

## Procedure 2.3.10.1 Administrative: Public Relations

TRI-COUNTY  
COMMUNITY COLLEGE

ADMINISTRATIVE  
PUBLIC RELATIONS

PROCEDURE  
2.3.10.1

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The President of Tri-County Community College is charged with responsibility for the operation and administration of the College, including the release of public information. To effectively administer this task, the President has designated multiple personnel in various areas of College operations to assist as needed. The following procedures are intended to inform and direct activities related to the release of public information.

### Procedures

The purpose of the Tri-County Community College Marketing/Communications department is to tell the story of the College's students, employees, alumni and programs through multiple communications channels. The department provides strategic counsel, creative solutions, and timely, responsive services to internal and external clients.

All media relations requests and actions flow through the Marketing/Communications department for three reasons:

1. To ensure consistency in messaging from all areas of the College with news media.
2. To maintain a high level of credibility with the media.
3. To protect the reputation of the College, its students and its employees.

The Marketing/Communications department will always be an honest provider of information to the public. One of the College's values is **integrity** – acting in ways which instill confidence and trust – which is vital to maintaining successful efforts for the College. Failure to provide accurate information to the public in general -- and specifically to the news media -- could damage the credibility of the College and diminish the effectiveness of its relationships with news media.

### I. Staff Responsibility

The Marketing/Communications staff has primary responsibility for "coverage" of news and information throughout the College. Marketing/Communications works closely with each campus and College departments to produce news items concerning activities, events, students, programs and employees.

### II. Events

News releases for events are prepared in advance when events are open to the public, or at least open to news coverage. The only exception to this would be when the event, in the judgment of the College President, or a senior administrator, is of such overriding importance to the public that an advance release in itself would be news. Tri-County Community College employees and staff are encouraged to fill out a "Publications Request" form and provide the Marketing/Communications staff three to four weeks advance notice of events. This allows the staff ample time to research, interview and disseminate the event information to the news media to garner interest and coverage.

### **III. Contact with the Media and Preparing for Interviews**

Opportunities exist outside of crisis situations for members of the College community, including students, faculty and staff, to be interviewed and tell the story of Tri-County Community College. Employees must refer all media requests to the Office of the President. On behalf of the President's office, Marketing/Communications will prepare employees and / or students for interactions with reporters.

#### *About reporters*

Reporters are professionals attempting to communicate information to their respective audiences in the most interesting and accurate way. Reporters represent the public's right to know and they attempt to be as objective as they can. However, the constant pressure to meet deadlines makes their job extremely difficult. Deadlines force reporters to prepare a story by a certain time or date, whether or not they can present both sides. They look to experts to describe the "bottom line" of what the issue is and why it is relevant.

#### *Things to know*

If a reporter contacts an employee directly, the employee should direct the reporter to the Office of the President, or appropriate Vice President. Arrangements will then be made by the Communications Officer, or a member of the Marketing/Communications staff for the appropriate staff or students to interview at a mutually agreeable time, including any necessary time on campus.

Beware of talking "off the record." Even though employees or students can ask that what is said not be used, even if a reporter agrees, that information may still turn up in print or on-air.

Employees should be wary of video cameras or photographers on campus that are not accompanied by a member of the College staff. Employees should contact the Office of the President, or appropriate Vice President, if media is seen on campus unaccompanied.

NOTE: Tri-County Community College Marketing/Communications staff members will disseminate College news to the media, but under no circumstance does the media have an obligation to print or air any news, photo releases or briefs.

### **IV. Crisis Communications**

The College has established two basic guidelines for communicating with the media, which should be observed by employees and students, especially in crisis situations:

1. The Office of the President, or appropriate Vice President, are the authorized spokespersons to disseminate information to the media, unless the President appoints an alternate designee or requests an employee to speak to the media. In crisis situations, employees are not to engage with the media on behalf of Tri-County Community College, unless by the express assignment from the Office of the President.
2. The Office of the President is the point of contact between media and College resources, provide(s) referrals to proper sources of information within the College community, and will provide a consistent message to the media and the public during crisis situations.
3. The most accurate information is the only information that will be distributed. No College employee is to offer any speculation.

### *Procedures to Follow*

- Employees are not to speak with the media unless requested to do so by the Office of the President
- All contacts from the media must be referred directly to Office of the President, or appropriate Vice President,
- A designated incident management team member will keep the Office of the President apprised of the status of all emergencies.
- Under no circumstances shall anyone other than the designated spokesperson(s) release the names of victims or details about the emergency situation. The spokesperson(s) shall not release any information about the victims without direct authorization from the Office of the President to ensure family members have been appropriately contacted.
- Family members affected by a crisis situation on campus are discouraged from agreeing to provide media with an interview. However, if they choose to grant an interview, it is recommended that the appropriate Vice President, or alternate designee from the Office of the President, be present during interviews with family members to ensure that media follow ground rules and that inappropriate questions are not asked.

The appropriate Vice President, or alternate designee from the Office of the President, will disseminate communication approved by an incident management team member to the campus community through the campus wide emergency notification system, as well as through news releases to the media. The College website and official College social media outlets will be updated throughout an emergency situation. It is important to remember that the College website and emergency notification systems are the official form of communication. Students and employees should not rely solely on media for information during a crisis situation.

## **V. Filming and Photography on Campus**

Filming and photography will be permitted at Tri-County Community College locations, campuses, grounds, facilities, or properties (whether owned or leased) in accordance with this information and provided that such activity does not interfere with the educational or normal business operations and program functions or previously scheduled events of the College, and does not pose a security or safety risk. Further, the use or re-use of the filming or photography output must not be deemed inconsistent with College values or in violation of the policies of the College. All activities requiring College resources, such as police, grounds restoration, traffic control, parking, and any other College services rendered shall be charged to the user. A “Photo Release” form must be obtained for all on campus filming or photography.

### *A. External Use Filming or Photography*

For purposes of this information, External Use shall include filming or photography on campus for commercial or non-commercial purposes and for which Tri-County Community College will not own the copyright to the work created. No campus images may be used without prior *written* authorization from the Marketing/Communications department.

### *B. Internal Use Filming or Photography*

For purposes of this information, Internal Use shall include all filming and/or photography on any campus which is not incidental for non-commercial use by a Tri-County Community College employee or student, or contracted for by a Tri-County Community College department or unit and for which Tri-County Community College exercises artistic, creative control.

Departments or units that engage the services of non-College staff (e.g., a commercial photographer or film company) for any Internal Use filming or photography must ensure that terms governing the use and re-use of any campus images are clearly spelled out in the agreement with each contractor. Departments should pursue all ownership rights and interests in the work created on behalf of the College and paid for with College funds.

### *C. News Reporting*

For purposes of this information, news reporting is live or recorded filming or photography and transmission (with or without audio recording) as “active” or “breaking” news or pre-recorded for a later newscast, by a qualified news reporting service. All requests for news reporting should be referred to the Office of the President, or appropriate Vice President. News organizations must receive verbal permission from the Marketing/Communications department before news reporting can commence.

In most cases, a staff member will accompany television news film crews. Any disputes involving news reporting should be referred to the Office of the President, or appropriate Vice President, for resolution.

### *D. Incidental, Non-commercial Filming or Photography*

No special permission is required for the incidental filming or photography by Tri-County Community College faculty or staff creating work to be used for non-commercial, educational or administrative purposes provided such incidental filming or photography can be done unobtrusively without interrupting campus programs, classes or activities and will not require any special campus services.

In addition, no special permission is required for the incidental, unobtrusive non-commercial filming or photography by visitors or tourists to the campus. Any such filming or photography may not be used for commercial purposes at any time without the express written permission of the TCCC Marketing/Communications department.

### *E. Non-News and Commercial Filming or Photography*

Tri-County Community College does not allow the use of its campuses and facilities for the purpose of non-news and commercial filming or photography. However, the Marketing/Communications department may consider specific requests. Express written permission is required at least 30 days in advance of the projected filming or photo shoot date. Requests must include the following information:

- Name and description of the individual, company or organization making the request.
- Project description, which may include scripts and / or storyboards, and the manner in which Tri-County Community College will be represented.
- The specific sites on campus, including buildings and / or facilities, to be included in the filming or photography.
- Proposed date(s) and time(s) for the filming or photography shoot, including set-up and breakdown.
- A list of all equipment that will be used.
- A copy of all releases, agreements or other legal documents proposed by the production individual, company or organization.
- Proof of liability insurance.

If a specific facility is required for the filming or photography shoot, the requestor must obtain a contract with the College. A fee may be required.

*F. Tri-County Community College Identification and Appropriate Use of Campus Images*  
No identification of Tri-County Community College as the location of external use filming or photography will be permitted, except that which has been approved in advance by the Marketing/Communications department.

No trademarked icons, images, logos, or widely recognizable landmarks or highly sensitive locations of the College shall be filmed, photographed, or otherwise reproduced for any commercial purposes now or in the future.

## **VI. Employee Responsibilities**

Tri-County Community College staff and faculty should become familiar with the provisions of this procedure and avail themselves of appropriate departmental and campus resources in all instances of filming and photography on campus. The Office of the President is ultimately responsible for reviewing all requests for filming and photography on College campuses.

## **VII. Social Media Guidelines**

Tri-County Community College has established guidelines for students and employees to consider when establishing a social media online presence. The social media guidelines for employees and students are available on the College website.

## **VIII. Student Organizations**

Student organizations are responsible for their own on-campus publicity for activities. On-campus publicity must be approved by the Office of the President, or the Communications Officer.

## **IX. Definitions**

**Campus Image:** A still or moving image of Tri-County Community College property that can be readily identified by the public as College property by architecture, landmarks, signage, the presence of prominent individuals, the inclusion of logo clothing or any other means.

**College Name and Graphic Marks:** Any use of the College name or any form of the College name including the campuses or class locations. Graphic marks include the college logo, tagline, advertising campaign, seal and campus mascots.

**Filming:** The capturing of moving or still images of Tri-County Community College property by any means on any media now known or that may be invented in the future including, but not limited to, film, videotape, digital disk or any electronic transmission to another medium or to the Internet.

**Photography:** The capturing of still images onto any compatible medium, or posting to the Internet, by any means or devices now known or that may be invented in the future including, but not limited to, film cameras, digital cameras, electronic devices such as personal computers (PC), mobile phones, personal digital assistants (PDA), etc.

Adopted: 5/24/18 BOT